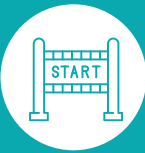


PROJECT SUMMARY

INDIGENOUS YOUTH HEALTH PROMOTION & ADVOCACY DURING COVID-19

BACKGROUND



Started in **Spring 2021**.



Partnership with the **National Reconciliation Program** (NRP) at Save the Children.



AGES
15-24

Aim was to **engage Indigenous youth (15-24)** to create a grass roots social media campaign.



Indigenous youth promoted **positive messages** about the **COVID-19 vaccine** through **digital storytelling**.



Engaged **youth members** from IPHCC's Knowledge Circle and the NRP. Youth members were part of **planning committee** and **involved in all aspects** of the project. The project engaged with **25 youth**.

PROJECT GOALS



Increase knowledge and understanding of vaccines.



Reduce vaccine hesitancy.



Increase vaccine confidence.

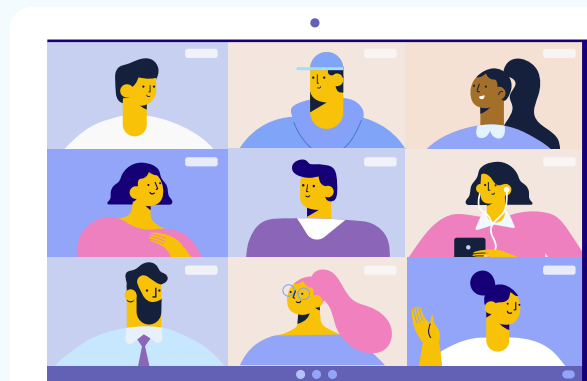


Position Indigenous Youth as vaccine ambassadors in their communities.

PROJECT STRATEGIES

MYTH BUSTING WEBINAR

A webinar was hosted by a First Nations registered nurse to increase knowledge and awareness of vaccines and how they work (focus on myth busting).



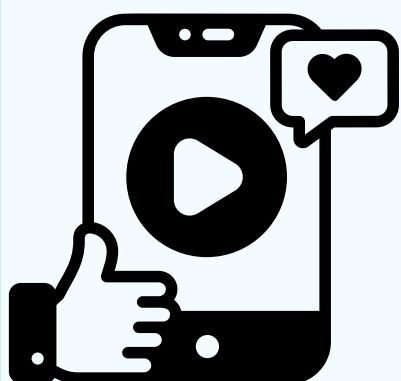
HONOURING TRADITION

Oral traditions are an important part of Indigenous culture. Storytelling is the foundation of experiential and wholistic learning.



SHARING PERSONAL STORIES ABOUT THE VACCINE

- Indigenous youth shared their stories about **vaccine confidence and hesitancy** through videos for social media.



- We ensured the Indigenous youth who participated, had full ownership and participation in the development of the program.
- They agreed to **share the videos** on their own social media accounts and reach out to **2-5 people** to **have conversations** about vaccines and **encourage** them to get a COVID-19 vaccine.



CREATIVE MARKETING TACTICS

The following marketing tactics were used. Big thank you to the Indigenous youth ambassadors who worked with IPHCC staff to develop these:



COHESIVE BRANDING

- Branded social media posts with different facts optimized for **Facebook, Instagram, Twitter, LinkedIn and TikTok**
- **Wallpapers** for each of the IPHCC's social media accounts for the duration of the campaign



UNIQUE HASHTAGS

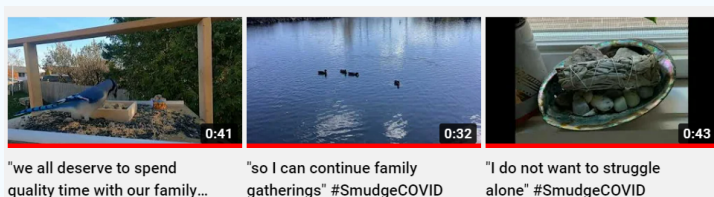
Unique hashtags were developed for this project and promoted through the youth and organizations engaged in this project.

- #SmudgeCovid,**
- #IndigenousYouth4Vaccines**
- #BrightFuture**
- #4MyRelations**



VIDEOS

17 videos were created and shared on the IPHCC's YouTube channel.



Source: <https://bit.ly/3AaeKTW>



REACH

SOCIAL MEDIA IMPRESSIONS

The unique hashtags garnered a significant reach and engagement amongst the social media channels used.

Reach: 941136

Engagement: 300



NATIONAL ACKNOWLEDGEMENT

- Dr. Teresa Tam, acknowledged this project in her Chief Public Health Officer statement on May 22, 2021.

"Among the many inspirational examples, is the partnering of the Indigenous Primary Health Care Council with the National Reconciliation Program at Save the Children to lead an Indigenous youth vaccine advocacy program. For this initiative, youth participants created their own innovative social media strategy to share videos about how COVID-19 has affected them and their reasons for getting vaccinated."



LESSONS LEARNED

- **Ensure youth voices are at the table.** Engage them in all parts of the project cycle. Youth engagement recognizes young people's right to participate in decisions. It acknowledges the great skills and strengths they bring to the table, as captured by this project.
- **Supported youth in sharing their voices & stories.** Some of the youth shared their fears in speaking up and sharing their stories around the COVID-19 vaccine.
- **Empowering youth.** There was a significant shift towards feelings of empowerment as they shared their videos and realized they were not alone in their emotions in this pandemic.
- **Power of storytelling and the ripple effects.** Storytelling facilitated more open dialogue between the youth and their peers, as well as their community.



A YouTube video was put together to compile all of the **youth's reflections and emotions** that arose from this project. Here are some snapshots of what was shared.

Source: <https://bit.ly/3AaeKTW>

"Most of the people in my life were glad to hear about more good information being spread...by sharing our stories, I feel more connected to the group and my culture."

"It's always hard to put yourself out there. It is important to speak up because it opens the door for others to learn and possibly relate and grow with you through these tough times."



A **big thank you** to our funder **National Reconciliation Program at Save the Children (Canada)** for making this project possible.